GRADE LEVEL/UNIT TITLE: 11-12/Discuss Foundational Concepts   Course Code: 034353 CIP Code: 11.0103

COURSE INTRODUCTION:

Course Rationale: This area of instruction provides content for employment in career areas which include graphic arts/desktop publishing skills. Demand in this area will continue to expand as businesses utilize advanced graphic arts skills to increase their production efficiency and improve the creativity and quality of business documents and publications.

Course Description: Students develop proficiency in using graphic arts/desktop publishing software to create a variety of business publications such as flyers, brochures, newsletters, etc.

DESE Model Curriculum

Course Code: 034353 CIP Code: 11.0103

UNIT DESCRIPTION:	SUGGESTED UNIT TIMELINE: 2 weeks
In order to be a skilled designer, you must have strong foundational knowledge of basic design concepts and terminology.	CLASS PERIOD (min.): 55 minutes

ESSENTIAL QUESTIONS:

1. **What is the difference between desktop publishing and graphic design?**
2. **Copyright, it matters to me why?**

ESSENTIAL MEASURABLE LEARNING OBJECTIVES	CCSS LEARNING GOALS (Anchor Standards/Clusters)	CROSSWALK TO STANDARDS				
		GLEs/CLEs	PS	CCSS	NBEA	DOK
1. Define terms related to graphic arts/desktop publishing				RI.11-12.4	COMM.I.C.4.1	1
2. Identify and apply tools and palettes					IT.V.3.5	1
3. Explain copyright issues related to graphic arts/desktop publishing (e.g., legal, ethical)				W.11-12.8	COMM.IV.3.9	3
4. Demonstrate sensitivity to bias (e.g., culture, gender, age)					COMM.I.D.3.3	3
5. Manage electronic files (e.g., storage, naming files, retrieval)					IT.III.1.2	2
6. Identify careers/self-employment opportunities in graphic arts/desktop publishing					CD.V.A.1.1	1
7. Exhibit leadership skills through a student organization (e.g., FBLA, PBL)					COMM.II.A.4.5	4
8. Plan a preliminary layout for a publication using manual or digital tools				W.9-12.5	COMM.I.D.2.1	3
9. Develop a work schedule to meet deadlines					CD.III.A.3.3	3

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10. Use correct grammar, punctuation, and spelling				L.11-12.2	CD.III.D.3.6	**2**
11. Apply standard proofreaders' marks in editing copy					COMM.I.D.3.6	**2**
12. Prepare a budget for a graphic arts/desktop publishing project				RI.11-12.7	CD.VI.D.2.2	**4**

ASSESSMENT DESCRIPTIONS*: (Write a brief overview here. Identify Formative/Summative. Actual assessments will be accessed by a link to PDF file or Word doc.)

Formative Assessment: Quizlet Flashcards
Summative Assessment: Real Estate documents – Project from Tonya Skinner

*Attach Unit Summative Assessment, including Scoring Guides/Scoring Keys/Alignment Codes and DOK Levels for all items. Label each assessment according to the unit descriptions above (i.e., Grade Level/Course Title/Course Code,Unit #.)

Obj. #	INSTRUCTIONAL STRATEGIES (research-based): (Teacher Methods)
3	1. Using teachingcopyright.org website a variety of teaching activities
6	2. Career video: http://www.youtube.com/watch?v=Jxu3aEuQFsM

Obj. #	INSTRUCTIONAL ACTIVITIES: (What Students Do)
3	1. Using teachingcopyright.org website a variety of student activities
6	2. Watch career video.

UNIT RESOURCES: (include internet addresses for linking)

Freelance Design: Is it right for you? http://desktoppub.about.com/cs/freelance_myths.htm
Mo-Bused List Serve – Copyright Activities
www.teachingcopyright.org (wonderful site with student activities and teacher notes)
http://quizlet.com/704849/desktop-publishing-terms-and-concepts-flash-cards/

Resources@MCCE - T&I DVD ROM 15, Behind the Scenes: Printing: Meridian Education Corporation, PRINCETON, NJ, MERIDIAN EDUCATION

CORPORATION, 2001. This program is designed for students interested in graphic arts and the printing industry. 16 minutes.

Resources@MCCE - BE 11.0101 N325, Introduction to Desktop Publishing With Digital Graphics: Kevin Niemeyer, NEW YORK, NY, GLENCOE/MCGRAW HILL, 2008. Text written specifically for secondary students covers the popular applications: Microsoft Word, Microsoft Publisher, Adobe Illustrator, and Adobe Photoshop. Project-based instruction designed to improve skills needed for planning and creating desktop-published documents.

Resources@MCCE - BE 11.0101 W23, Desktop Publishing BASICS: Suzanne Weixel, BOSTON, MA, THOMSON LEARNING, INC., 2004. This text provides introductory coverage of many desktop publishing topics, including working with, enhancing, and formatting documents. Additionally, there is coverage of the use of graphics and design concepts. Spiral-bound, 256 pages.

Resources@MCCE - BE DVD ROM 9, Business Basics: Copyrights: Global Video, LLC, SCOTTSDALE, AZ, GLOBAL VIDEO, LLC, 2004. Program describes what needs to be copyrighted and what does not. Visit the U.S. Copyright Office and learn the answers to common questions about copyright law. 18 minutes. Grades 9-12.